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LAST MINUTE NEWS

Benson & Hedges goes to Burnett

NEW YORK—Philip Morris USA has officially named Leo Burnett USA, Chicago, to replace Wells, Rich, Greene on its estimated $40 million to $50 million Benson & Hedges cigarette account (AA, Nov. 12, *et seq.*). The company said WRG still will handle some new products, and parent Philip Morris Cos. also gave Wells its $3 million cultural-affairs account, previously at Ogilvy & Mather. A new Benson & Hedges campaign from Burnett, themed "Quality time," began running this month in major magazines. Separately, Nintendo of America, Redmond, Wash., last week named Burnett to handle the $25 million introduction of its Super Nintendo Entertainment System, an advanced videogame console. Foote, Cone & Belding, San Francisco, keeps the original Nintendo system's $20 million account. And Burnett is considered a favorite to win much of Park Ridge, N.J.-based Sony Electronics Corp. of America's estimated $30 million consumer electronics account, now handled by several agencies.

P&G inks deal with 'People'

CINCINNATI—Procter & Gamble signed a one-year, $15 million to $20 million pact with *People* that could be expanded to include other magazines and properties in Time Warner's portfolio. The deal represents Time Warner's latest effort to secure a guaranteed share of shrinking ad budgets by offering aggressive discounts and access to its vast resources. Time Warner also is believed to be negotiating a $5 million multimagazine deal with athletic-ap-

(Continued on Page 8)

McCann savors major Nestle win

By Bradley Johnson

Nestle USA consolidated its entire $250 million to $300 million media buying account at McCann-Erickson Worldwide in one of the biggest shifts in advertising history.

McCann will manage the account through a newly formed unit, Comcord Group, expected to be based in Los Angeles, close to Nestle USA's Glendale, Calif., headquarters. The move represents a dramatic shift in media buying to the West from the East Coast.

Nestle USA was formed Jan. 1 to manage the $7 billion U.S. food business of Swiss-based Nestle SA. Twelve of the agencies that handle creative or media for the U.S. company made pitches for parts or all of the media assignment.

Though McCann was expected to pick up some media buying, it was a surprise Nestle USA opted to consolidate its entire billings at one agency.

McCann's win represents a dramatic shift in media buying to the West Coast.

McCann's importance as a creative agency for Nestle has grown recently, the company said, and that was part of the reason for choosing it for media buying. The agency recently was named to handle advertising for a new Nestle SA/Coca-Cola Co. iced coffee venture and won the bulk of the Nestle Beverage Co. creative business.

Creative billings from Nestle have grown to more than $60 million this year from less than $5 million in 1988.

McCann's extensive U.S. office network also gave the agency an advantage, said Dick Curd, Nestle USA media affairs director. Though media buying is expected to be managed in Los Angeles, McCann's New York office will assist with the Purchase, N.Y.-based chocolate business while the San Francisco office will work with the nearby beverage unit.

The decision to go with one agency was affected by the company's intent to become a leader in multimedia buys that link print and broadcast

(Continued on Page 8)

Sun makes TV splash

Computer marketer's blitz plugs workstations

By Bradley Johnson

Sunday was Sun day.

Sun Microsystems, the world leader in computer workstations but until now a stingy advertiser, made its TV debut yesterday, and it was some debut.

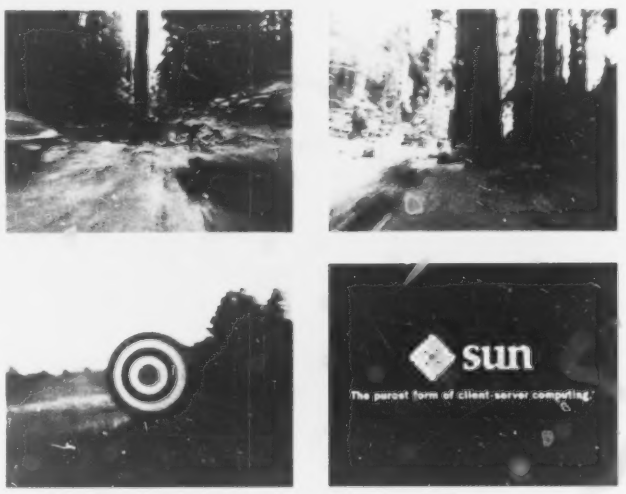
The marketer spent about $1.5 million on a one-day blitz, media buyers estimate, close to Sun's total spending last year in general-interest business publications. The company used more than 30 minutes of commercial time on the Big 3 networks and several cable channels in a teaser for a three-month print campaign that begins today with an eight-page insert in *The Wall Street Journal*.

Sun's 30-second spot ran 61 times on ABC, CBS, NBC, Cable News Network, ESPN and the Arts & Entertainment network. The broadcast buy included morning news shows, sports and prime-time programming; the commercial ran during baseball coverage on ESPN and all day on CNN and A&E.

The campaign is a "multimillion-dollar" worldwide effort with a "significantly" increased ad budget, said Marty Brandt, Sun's group manager of advertising and direct marketing. The company spent an estimated $4.6 million in the U.S. last year, exclusively on computer and general-interest business publications.

Best known for scientific/engineering worksta-

(Continued on Page 49)



Sun Microsystems' spot used the "steadicam" technique to simulate an arrow slicing through forest and meadow.

INSIDE

Silver screen: Marketers pull back on movie tie-ins. **Page 3** ▸

Tri-Star Pictures

The Telegraph (FPG) International

Fast-food: Taco Bell adds more chicken to its menu. **Page 4**

◂**Special Report:** Battle of the sexes hits package goods. **After Page 34**

H2O marketers mop damage

By Alison Fahey and Steven W. Colford

The $2.7 billion bottled water industry, stung last week by a scathing congressional report questioning purity claims, rushed to assess and limit the damage.

The International Bottled Water Association last week broke the first installment of a 10-month cable TV campaign created in-house, said William Deal, exec VP of the trade group.

The spot, scheduled before the flap, was originally supposed to be an image campaign for the industry. But it was revised at the last minute to focus on regulations that make bottled water "a safe consumer product," said Geary Campbell, manager-public relations of the association.

Future spots will address such industrywide issues as water sources, labeling and different uses, Ms. Campbell said.

The change was made before a

"The credibility of the whole industry is being called into question."

House Energy & Commerce subcommittee issued a report at a hearing last week charging some bottled water is no safer than tap water. The report didn't mention any specific marketers.

The uproar was triggered by a General Accounting Office report requested by Rep. John Dingell (D., Mich.), the committee's powerful chairman.

He called the Food & Drug Administration "inexcusably negligent and complacent" in its duty to regulate the industry. Consumers sometimes might pay "200 to 1,000 times more" for bottled water that "is often from the same source as their public water supply," he said.

Market observers agree the industry must act quickly to re-establish its credibility with consumers or face potentially serious damage.

"This is a blot on the industry itself, the credibility of the whole industry is being called into question," said

(Continued on Page 49)

June 4, 1990

BEFORE.

Ten weeks before Saddam Hussein invaded Kuwait, U.S.News warned the world of the dictator's threat.

"Remarkable prescience.... Such editorial decisions are not flukes, but evidence of thinking ahead of the curve."
The Washington Post, August 28, 1990

February 11, 1991

DURING.

During the air war, U.S.News' exclusive cover story with the former Air Force Chief of Staff revealed the incredible effectiveness of Allied air power.

"A journalistic coup.... Just as CNN left the networks running to catch up in TV coverage, U.S.News pulled off a similar feat over its newsweekly rivals."
Forbes, March 4, 1991

"The very best thing I've found so far... is U.S.News & World Report."
Major General Perry Smith,
CNN Military Analyst

March 11, 1991

AND AFTER.

In our 56-page special report, U.S.News provided the exclusive inside story of the U.S. 24th Infantry Division, which spearheaded the ground war.

*No wonder U.S.News' newsstand sales are up more than any other major magazine last year. In fact, for five years in a row, we've outperformed the newsmagazine field in newsstand growth, circulation growth, audience growth and advertising page and revenue growth.**
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U.S.News & WORLD REPORT

NEWS SUMMARY

■ **Nestle USA,** in one of the largest media buying moves ever, consolidated as much as $300 million in buying at McCann-Erickson. **1**

■ **Sun Microsystems** yesterday made its TV debut, spending an estimated $1.5 million on a one-day blitz. **1**

■ **Bottled water marketers,** stung by a congressional report that questions purity claims, last week rushed to assess and limit the damage. **1**

■ **Movie studios** and promotional tie-in partners are being cautious about the summer season, scaling back from last year's $30 million to $40 million levels. **3**

■ **Procter & Gamble** for the first time is using men in ads for Bain de Soleil. **3**

■ **Chrysler Corp.'s** latest corporate advertising, a patriotic appeal to Americans, grew from an ongoing creative shoot-out between three agencies. **4**

■ **Fast-food marketers** are playing chicken, with Taco Bell introducing low-price, low-calorie menu items and McDonald's Corp. testing fried chicken wings. **4**

■ **Environmental concern** will be this year's hottest selling pitch for tampon marketers. **4**

■ **The 1990 U.S. Census** was the most successful one in 30 years, *American Demographics* Publisher Peter Francese told the Advertising Research Foundation conference. **6**

■ **No agency** stood out in the minds of most executives surveyed by the Gallup Organization for Agency Watch, a quarterly survey. **12**

■ **Chiat/Day/Mojo** is going back to basics after a year in which billings fell by about a third. International expansion is on hold; travel has been curbed. **16**

■ **The "Made in the USA" label** is well-received by consumers, a late 1990 survey found. **17**

■ **Levi Strauss** is breaking its first national Spanish-language TV campaign. **17**

■ **Catalog retailers** are expected to reduce circulation by 10% this year to dodge the effects of February's sharp postal-rate hikes. **35**

■ **Trade promotions** accounted for the biggest part of marketing budgets last year, Donnelley Marketing reports in its annual survey. **36**

■ **Official sponsors** of the Olympics or Christopher Columbus quincentennial celebrations better watch out for ambush marketers that could sabotage their efforts. **37**

■ **Brazil's** new consumer marketing code, one of the toughest in the world, is causing concern, confusion and some fear among marketers and agency executives. **44**

■ **Kirin Brewery Co.** plans to distribute Ichiban Shibori beer in seven U.S. markets. **44**

■ **Simon & Schuster** engineered a remarkable marketing effort for Kitty Kelley's unauthorized biography of former first lady Nancy Reagan. **50**

DEPARTMENTS

Ad Review	50	Forum	28
James Brady	30	Letters	28
Brady's Bunch	38	People Moving	38
Classifieds	40	Photo Review	43
Con-Sid-erations	26	Retail Marketing News	35
Rance Crain	30	Sales Promotion News	36
Editorials	26	Special Report	after 34
For the Record	45	The Next Trend	30

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ABP MPA BPA

Sassy Publisher Bobbie Halfin holds a book she thinks will hit pay dirt in her hands.

PEOPLE TO WATCH

Bobbie Halfin doesn't mind getting her hands dirty.

In fact, her desk is covered with *Dirt*, the new teen male magazine to be launched this September as the alter ego of its distaff sibling, *Sassy*.

Although the recession—and the recent fits and failings of male-oriented publications such as *Smart for Men* and *Men's Life*—would seem to soil the outlook for another male magazine launch, Ms. Halfin and her team of California-based, twentysomething editors are certain they've hit pay dirt.

"The *Dirt* reader will be the same as a *Sassy* reader," says Ms. Halfin, exec VP-publisher of *Sassy* and publisher of *Dirt*.

Just because there has never been a magazine like *Dirt* doesn't mean an audience for it doesn't exist, Ms. Halfin says. About 15% of *Sassy* readers are male.

"We get letters from teen boys all the time asking us why there wasn't a *Sassy* for them," she says.

Teen males read a lot of magazines, like *Playboy*, *Rolling Stone* and *Sports Illustrated*, says Ms. Halfin, 44. But she says these magazines don't tell teens what to do about a case of acne or how to deal with peer pressure.

"These aren't things guys feel comfortable talking over with Dad or their friends," Ms. Halfin says. "It's the kind of issues that when you're 16 are the most important things in the world."

This kind of frank approach initially got *Sassy*, the impudent 4-year-old magazine, into hot water with advertisers. But *Sassy's* ad pages gradually have increased. First-quarter ad pages in the Lang Communications publication were up 35% from the same period in 1990, Ms. Halfin says.

Although Audit Bureau of Circulations reported *Sassy's* yearend 1990 circulation at 544,164, Ms. Halfin predicts its rate base will hit 650,000 this fall. *Dirt*, which initially will be published two to four times annually, will be distributed as a bonus issue of *Sassy* to attract its readers and their friends. *Dirt* also will be sold on newsstands in selected markets.

Besides traditional "guy" topics, such as skateboarding, music, fashion and sports, *Dirt* will feature humor and food, for example.

Although *Dirt's* ad rates have not yet been determined, "we've had good advertiser reaction," she says, "everyone from people in the grooming and fashion area, which we knew would do well, to entertainment advertisers and even soft-drink companies. Teen-age boys are big spenders in these areas."

Ms. Halfin thinks that by pursuing a different section of the men's market, *Dirt* can avoid the problems faced by recent new men's titles.

"While many have launched new men's magazines, no one has articulated something that was new in the men's field. In many ways they were rehashing *Playboy* without the nudity or *Esquire* in one of its many formats," Ms. Halfin says.

"I think the reason everyone is excited about *Dirt* is that this is truly unique in the men's area." □

—Laurie Freeman

Where to capture those roving eyes

TV sports, specials in their prime...

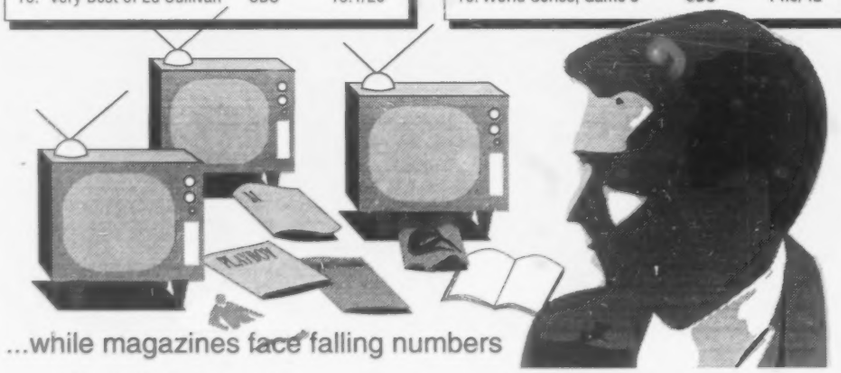
1990-91 TV season top rated prime-time programs among men

Men 18+	Network	Rating/Share
1. Super Bowl XXV post-game show	ABC	25.7/46
2. World Series, Game 4	CBS	19.2/46
Orange Bowl	NBC	19.2/40
4. World Series, Game 2	CBS	19.1/47
5. World Series, Game 1	CBS	17.9/42
6. World Series, Game 3	CBS	17.4/46
7. "Very Best of Ed Sullivan"	CBS	16.3/33
8. "60 Minutes"	CBS	16.0/36
9. "Monday Night Football"	ABC	15.9/41
10. "ABC Movie Special": Stephen King's "It," Part 2	ABC	14.2/32

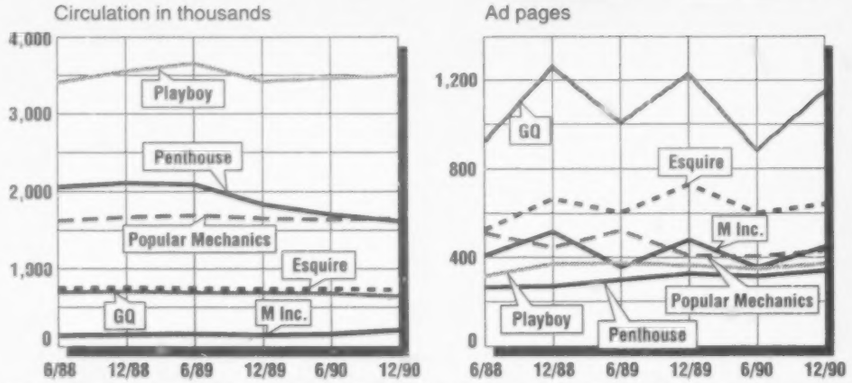
Men 18-34	Network	Rating/Share
1. Super Bowl XXV post-game show	ABC	24.1/50
2. "ABC Movie Special": Stephen King's "It," Part 2	ABC	17.8/45
3. Orange Bowl	NBC	15.5/37
4. "Monday Night Football"	ABC	14.4/44
5. "Cheers"	NBC	14.2/39
6. "Married ... With Children"	Fox	14.1/33
7. American Music Awards	ABC	14.0/37
8. "The Simpsons"	Fox	13.1/37
9. World Series, Game 2	CBS	12.9/37
10. "Davis Rules"	ABC	12.7/34

Men 18-49	Network	Rating/Share
1. Super Bowl XXV post-game show	ABC	26.1/49
2. "ABC Movie Special": Stephen King's "It," Part 2	ABC	17.6/42
3. Orange Bowl	NBC	17.3/38
4. World Series, Game 2	CBS	15.0/42
"Monday Night Football"	ABC	15.0/42
6. "Davis Rules"	ABC	14.7/35
7. World Series, Game 4	CBS	14.2/40
8. World Series, Game 1	CBS	13.7/37
9. "Cheers"	NBC	13.5/34
10. "Very Best of Ed Sullivan"	CBS	13.1/29

Men 25-54	Network	Rating/Share
1. Super Bowl XXV post-game show	ABC	28.1/49
2. Orange Bowl	NBC	19.2/39
3. "ABC Movie Special" Stephen King's "It," Part 2:	ABC	17.0/39
4. World Series, Game 2	CBS	16.5/43
5. World Series, Game 4	CBS	16.3/41
6. "Davis Rules"	ABC	16.1/35
7. "Monday Night Football"	ABC	16.0/43
8. "Very Best of Ed Sullivan"	CBS	15.6/31
9. World Series, Game 1	CBS	15.2/38
10. World Series, Game 3	CBS	14.5/42



...while magazines face falling numbers



Sources: TV table from Nielsen Media Research. Magazine chart includes individual titles selecting Standard Rate & Data Service's Consumer Magazine and Agri-Media Rates and Data Classification 30 (Men's) as their primary publishing category; have circulation tracked by Audit Bureau of Circulations; and have ad pages monitored by *Advertising Age* or LNA/Arbitron Multi-Media Service. Figures for *M Inc.* from June 1988 to June 1990 taken from *M-The Civilized Man*.

Advertising Age graph: John Smither

Building loyalty

(Continued from Page S-1)

Fast agency Grey Advertising, New York. He says copy in the spots is aimed at women.

These figures were selected because they're "believable, credible people," he says. "Our research shows women respond to that."

Thompson says men now comprise 25% of Slim-Fast's customer base, up from 19% in June 1989 when Mr. Lasorda's spot first broke. Although Mr. Stein credits the spots with expanding the product's appeal among men, "the weight-loss business is primarily targeted toward women," he says.

Heinz USA hasn't targeted men since a two-year campaign for its Heinz 57 steak sauce in 1984, says Mary Ann McCollough, general manager-marketing services.

"Efforts to target men have generally been few and far between," she says. "We see men as part of a family unity."

In addition, women still write the grocery list and choose brands more often.

Progressive Grocer's 1990 annual report on the supermarket business indicates female heads-of-household handle the primary grocery shopping in 70% of homes; male heads-of-household tackle the chore in 17% of homes.

"It appears women do more of the stock-up shopping, and men go out to the store for the fill-in trips," says Clay Collier, research director at Food Marketing Institute.

Even when men shop, in most cases the woman decides what package goods and cleaning products he should buy, says Susan Hayward, senior VP for Yankelovich Clancy Shulman's Monitor Group.

"I've been waiting for 10 years to see the change in men's attitudes everybody talks about, but our research hasn't seen any significant movement yet. Men still say women have the responsibility for deciding who eats what," she adds.

Even men's media realize they still have a big job ahead of them.

"I wouldn't expect people to bring beans into *Playboy* just yet," says Mr. Perlis. □

Dennis Rodkin is a free-lance writer based in Evanston, Ill. Wendy Hickey contributed to this story.

Trade spending tops

Media spending lowest since '78: Donnelley

By Michael Burgi

Marketers spent more on trade promotions in 1990 than any other promotional tool, a new survey showed.

Donnelley Marketing's "13th Annual Survey of Promotional Practices" found trade promotions garnered 44.3% of promotional budgets while media advertising accounted for 30.6% and consumer promotion represented 25.1%.

Trade promotion budgets were unchanged from '89, while consumer promotion was up slightly, from 25%, and media advertising fell slightly, from 30.7%.

In a continuing trend, spending levels for media advertising were the lowest since Donnelley began its survey in 1978, while trade and consumer promotional spending have shown regular increases.

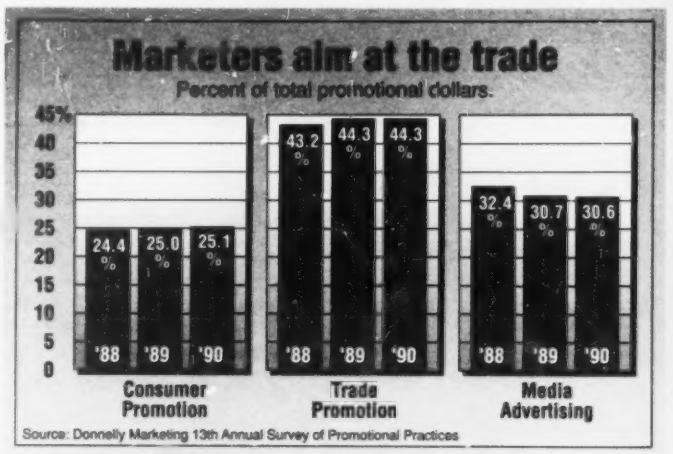
The survey was conducted last fall and included 65 marketing executives from package-goods, health & beauty aids and household products companies. The survey questionnaires were mailed to 149 marketing executives based on the type of products marketed. Information was gathered from Sept. 10 to Oct. 30.

Couponing remained the most popular form of consumer promotions, with 95% saying they used couponing last year. Meanwhile, 88% of the respondents said they were using cents-off promotions while 75% said they used new-product sampling.

The survey also showed more than half of all marketers are using electronic couponing and kiosk coupons as well, a considerable surge from previous years.

Conversely, the survey showed marketers are moving away from consumer promotions, such as pre-priced shippers, money-back offers, cash refunds and premium offers, which have recorded a consistent decline in usage for the last five years.

The survey also examined the use of in-store consumer promotion compared with out-of-store efforts and showed that while marketers more frequently use out-of-store promotions (64%), in-store promotion has gained in share, to 36% last year from 20% in 1982. □



Where coupons go

Ninety-five percent of surveyed marketers used couponing last year. Of the media used, electronic couponing is gaining popularity.

Coupon Media	% Respondents '89	% Respondents '90	% point difference
Newspaper FSI	92%	91%	–1
In Pack/On Pack	86%	85%	–1
In-Store Distribution	74%	72%	–2
Direct Mail	71%	68%	–3
Newspaper ROP, Co-op	65%	68%	3
Electronic Couponing	55%	60%	5
Newspaper Retailer In-Ad	60%	57%	–3
Magazines	54%	49%	–5
Newspapers ROP, Mfrs' Ads	40%	39%	–1
Sunday Supplements	23%	22%	–1

Source: Donnelly Marketing 13th Annual Survey of Promotional Practices

John Hall

New Barq's effort has bite

By Christy Fisher

Barq's hopes to make its "The one with bite" tagline a hip phrase among teen boys.

The soft-drink marketer on May 5 breaks an estimated $4 million national cable and syndicated TV campaign on MTV: Music Television for its flagship root beer.

A "Metal Bites" cassette tape promotion accompanies the new campaign.

The irreverent campaign, which targets males ages 12 to 24, features the Poster Boys, a comedy trio billed as a modern-day Three Stooges.

The two 30-second spots cast the three in everyday, boring situations. One commercial shows the boys flipping through TV channels with a remote control and the other shows them sunning themselves on the back porch.

They react to situations by saying "This bites," "That bites," and "That really bites." But to their relief, Barq's doesn't bite, it's "the one with bite," reinforcing the product's longtime tagline. Radio supports.

Fred/Alan, New York, is the agency.

Consumers can get a cassette featuring heavy metal artists with three proof-of-purchase seals from 2-liter bottles or 12-packs of Barq's original or diet root beer. TV tags, local radio and point-of-purchase materials support; various agencies handle local media.

"In the past, our creative efforts have been typical of the industry—vignettes set to music of people drinking Barq's and enjoying themselves," said Rick Hill, Barq's VP-marketing. "We want to create an advertising campaign unique to our brand. . . . we want to create an attitude about Barq's."

Barq's is now available in about 70% of the U.S., excluding California, Oregon and Washington.

A&W Brands' A&W root beer is the market leader with a 30% share of supermarket case volume for its regular and diet flavors, *Beverage Digest* reported.

Barq's is No. 2 with an 8.5% share, followed by Pepsi-Cola Co.'s Mug root beer with 7.7%; Monarch Co.'s Dad's, 5.2%; and Cadbury Beverages' Hires, 4.9%. Root beer makes up about 3.5% of the total U.S. soft-drink volume. □

Insurer thinks small

By Alan Radding

Connecticut Mutual Life Insurance Co. and the U.S. Chamber of Commerce are targeting small businesses with a blue-chip promotion.

Connecticut Mutual, long touting itself as "the blue chip company," created the Blue Chip Enterprise Initiative awards honoring small businesses.

The insurance company and the chamber will be honoring through this month as many as four businesses per state that have overcome adversity.

Winners' problems and solutions will be compiled in a series of printed case histories and videotapes for distribution to chamber members across the U.S. and for sale to non-member companies.

The company hopes the awards will eventually establish Connecticut Mutual as "the pre-eminent supporter of small business," said Tim Maurer, Connecticut Mutual's director of sales and marketing communications.

Reinforcing the effort is a separate print campaign from Connecticut Mutual, running through yearend. Ads in *Entrepreneur, Inc.*, *Nation's Business* and regional business magazines highlight the frustrations of small-business owners. In the ads, Connecticut Mutual is positioned as a resource for small businesses.

Ingalls, Quinn & Johnson, Boston, handles advertising and some parts of the promotion. □

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Subaru joins agency shakeout

By Raymond Serafin

Subaru of America's decision last week to put its ad account into review is the latest in an import-auto agency shakeout that coincides with an industrywide car sales slump.

The $60 million Subaru account would be the largest of the shifts unless incumbent Levine, Huntley, Vick & Beaver, New York, keeps the business.

Subaru hired consultant Ernst-Van Praag to help narrow a list of about 30 prospective shops to about 10 or 12 that will be visited by company officials. Eventually, Subaru will settle on three or four finalists, with a final decision expected in late June.

Starting in October 1989, when American Suzuki Motor Corp. awarded its $10 million account to Asher/Gould, Los Angeles, six accounts with total spending of about $110 million have moved to new agencies.

Following Suzuki's action were the moves of Saab-Scania of America to Angotti, Thomas, Hedge; Yugo America to Buckley DeCerchio Cavalier; Rolls-Royce Motors to Mullen Advertising; Sterling Motor Cars to Grace & Rothschild; and Volvo Cars of North America to Messner Vetere Berger Carey Schmetterer.

While circumstances vary, disappointing sales generally have been an underlying factor.

Combined car and light-truck sales reached nearly 15.8 million in 1988, but slid 7.6% in 1989 and then another 4% in 1990. For the first three months of 1991, new vehicle sales are off 19.2% from a year earlier as the industry struggles to recoup from the double whammy of recession and war.

Other accounts also are seen as shaky.

Executives from Peugeot Motors of America have visited agencies in what could be a prelude to review of its $25 million account, now at Lord, Dentsu & Partners, New York.

A persistent rumor has indicated Della Femina, McNamee's Los Angeles office was on the rocks with American Isuzu Motors, though Jerrold G. O'Connor, Isuzu's VP-marketing and service, strongly denied any dissatisfaction with the agency.

He said the company was reviewing its promotion and merchandising vendors but not its ad agency.

Likewise, Hyundai Motor America has answered rumors by saying recent personnel changes within its marketing department and the departure of a key senior executive at its agency—Backer Spielvogel Bates' Irvine, Calif., office—shouldn't be construed as a weakening of ties.

Maurice Bowen, former Hyundai national manager-advertising, recently took the new post of national manager-office of strategic planning, and Robert Clucas, formerly national manager-merchandising, succeeded him. Harry Grusche, senior VP-management representative on the account at Backer, left last month.

As for Subaru, it has been on a steady sales slide since reaching a peak of 179,100 units in 1986. But sales had fallen by 39.4% from that level by last year.

The falloff in sales and profitability led Japanese parent Fuji Heavy Industries to buy out the U.S. distributor last August, which stirred the first speculation about a review.

Subaru built a niche as a marketer of inexpensive, durable four-wheel-drive cars, but has largely failed in its bid to move its image mainstream and upscale, beginning with the introduction of the Legacy model in early 1989.

Legacy models are priced between $12,000 and $19,000, and Subaru plans to try to tap into the luxury performance coupe segment with the SVX, due out in late August or September.

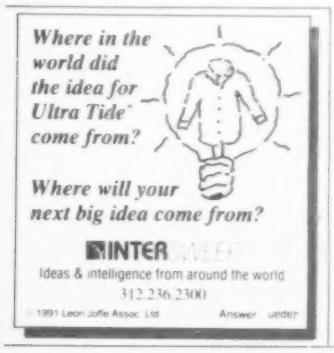
Because Fuji works with Dentsu in Tokyo, that agency's DCA unit in New York is regarded as one of the candidates for the account. Other agencies regarded as contenders are Rosenfeld, Sirowitz, Humphrey & Strauss, a finalist in the recent Volvo review, and TBWA. □

Jon Lafayette and Cleveland Horton contributed to this story.

Import car accounts on the move

Client	Amount	When	Won by
Volvo Cars of North America	$40 million	Feb. 1991	Messner Vetere Berger Carey Schmetterer, New York
Sterling Motor Cars	$20 million	Nov. 1990	Grace & Rothschild, New York
Rolls-Royce Motors	$3 million	Nov. 1990	Mullen Advertising, Wenham, Mass.
Yugo America	$10 million	Aug. 1990	Buckley DeCerchio Cavalier, New York
Saab-Scania of America	$25 million	March 1990	Angotti, Thomas, Hedge, New York
American Suzuki Motor	$10 million	Oct. 1989	Asher/Gould, Los Angeles

Source: Advertising Age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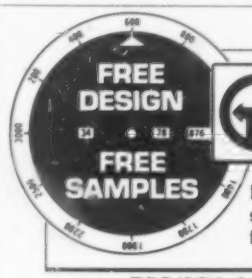

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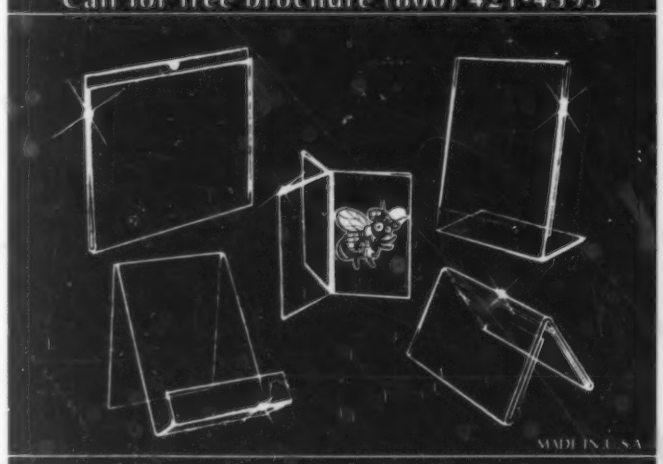

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